

Caltrans Wants Your Business!!

Congratulations! You're now a "certified" small business.

Now what are you going to do?

Do you know how to market to the state?

What's your plan for selling your goods and services?

Do you have a plan?



- Business & Sales Plan
- Promoting your Business
- Networking & Partnerships
- Education & Training



Outline How Your Business Will Operate

- ▲ Earnings, wages, salary
- Operational hours & days
- ▲ Determine client base
- ▲ Sell your goods & services —price structure, quotes, delivery dates, quality, quantity, etc.
- ▲ Invoicing, payments, record keeping
- ▲ Education, networking, and partnering



Get The Word Out! You're Open For Business!

- ▲ Call and schedule visits with potential clients
- ▲ Before your visit, know the clients needs
- ▲ Advertise, business cards, brochures, e-mail, website, community forums, etc.
- Offer new customer discounts or special packages



- **▲** Business Events
- ▲ Procurement Fairs
- ▲ Local Business Groups, Chambers, Clubs
- ▲ Community Outreach Groups
- ▲ Conferences and Forums



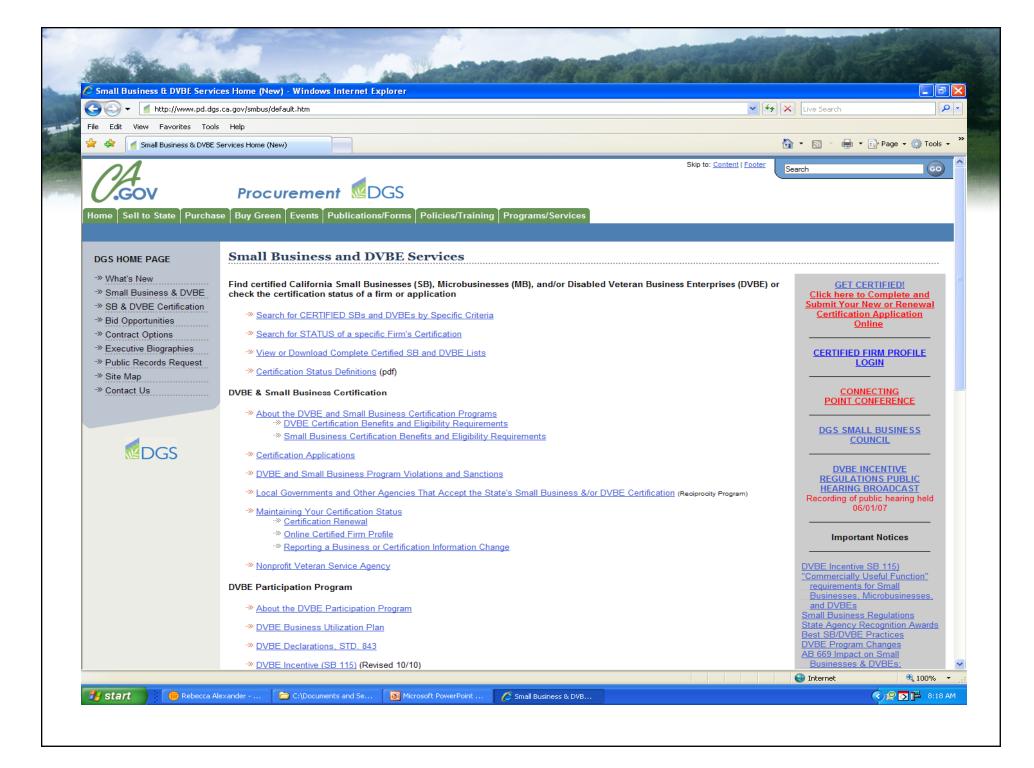
- Pair up with like businesses or services
- Pool resources, share ideas, create mentor relationships

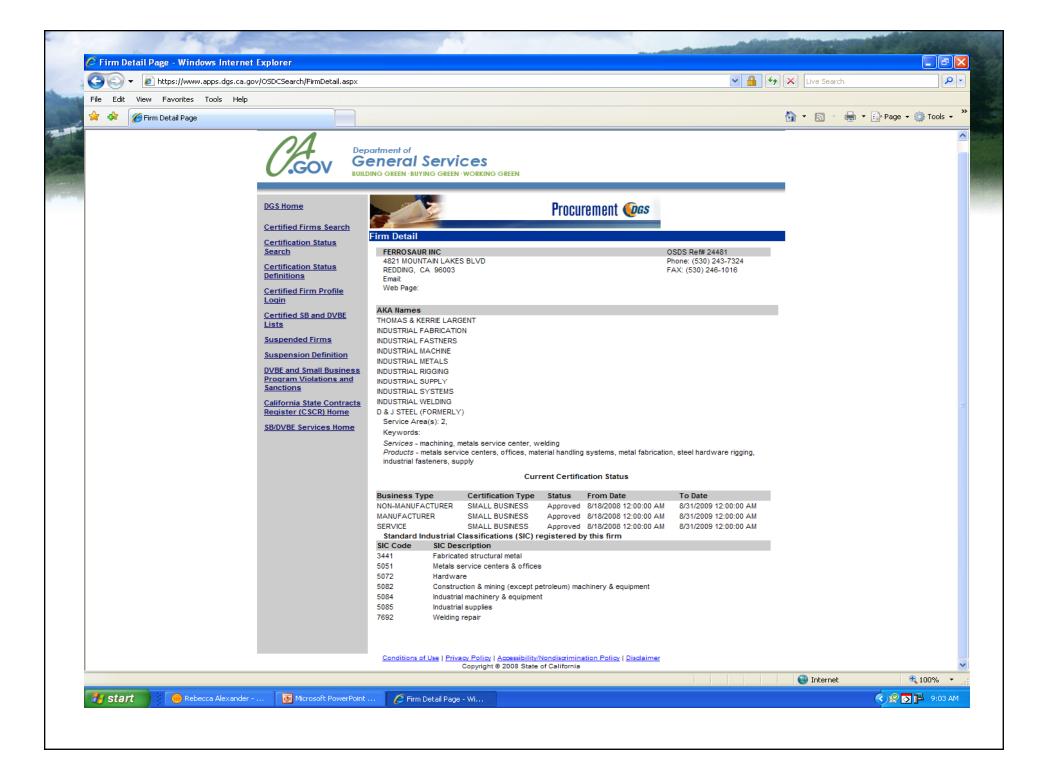


- Keep your skills and knowledge current by continuing your education
- Find out what classes are being offered by State agencies or local business development centers
- Develop your workforce
- Review government websites



▲ Review your Department of General Services (DGS) information on their website.





Business Cards

Front

ABE Construction

Name

License #

Phone

Cell

Fax

E-Mail

Website

Photo

Certified Small Business

DVBE

DBE

DGS Certification # XXXXX

Business Cards

Back

Business Operational Hours M-F 8 a.m. to 5 p.m.

A list of the main products or services your business provides

- •X
- •X
- $\bullet X$
- $\bullet X$
- $\bullet X$



District 2

Siskiyou, Modoc, Lassen, Plumas, Tehama, Trinity, Shasta

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